

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program.

30. (Amended) A broadcasting system comprising:

a processor coupled to a display device, the processor capable of controlling the system to provide electronic coupons by,

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode;

and

displaying the coupon information on a display along with the broadcast of a program.

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50. (Amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program.

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69. (Twice Amended) A method for providing electronic coupons, comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program;

displaying the coupon information on a display along with the broadcast of a program

providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available in the coupon mode;

synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and

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enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode.

71. (Amended) The method of claim 69, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode.

72. (Amended) The method of claim 69, wherein the step of providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.

81. (Twice Amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform the steps of a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program;

displaying the coupon information on a display along with the broadcast of a program

providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available in the coupon mode;

synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and

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enabling selection of one of a plurality of coupon display modes, wherein the plurality of coupon display modes comprises a coupon mode.

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83. (Amended) The method of claim 81, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode.

84. (Amended) The method of claim 81, wherein the step of providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.

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